WHAT IS CLAIMED IS:

1.   A method of locating an online site, comprising:

providing a question associated with a plurality of predefined answers;

receiving one of the plurality of predefined answers, the one of the plurality of predefined answers being associated with a keyword;

retrieving a link for the online site, the online site being associated with the keyword.

2.   The method of claim 1 wherein the step of providing comprises:

retrieving a survey page, the page including the question;

presenting the survey page to a user within a Web property.

3.   The method of claim 2 wherein the question, the plurality of predefined answers, the keyword and the link are stored within a database.

4.   The method of claim 1 wherein the link is a uniform resource locator (URL).

5.   The method of claim 5 wherein the question is stored according to a question profile, and wherein each of the plurality of predefined answers is stored according to an answer profile.

6. The method of claim 3 wherein the link is associated with the keyword within the database.

7. The method of claim 3 wherein the database is connected to a server hosting a Web property.

8. The method of claim 7 wherein the database is connected to a server hosting a Web portal.

9. The method of claim 8 wherein the user and the Web portal are connected via the Internet.

10. The method of claim 2 further comprising the step of:

displaying the link in a window of the Web property.

11. The method of claim 1 further comprising the step of:

redirecting the user to the online site via the link.

12. The method of claim 11 wherein the step of redirecting the user to the online site further comprises displaying the online site in a window of the Web property.

13. The method of claim 3 wherein the step of retrieving a link comprises:

querying the database to determine if the selected one of the plurality of answers is associated with the link;

5   retrieving the link from the database.

14. The method of claim 3 wherein the keyword is provided to the database by a keyword auction provider.

15. The method of claim 3 wherein the keyword is provided to the database by a sponsor.

16. The method of claim 3 wherein the question is directed to at least one of demographic information of the user and an interest of the user.

17. The method of claim 1 wherein the step of retrieving a link comprises the steps of:

retrieving a plurality of links;

selecting at least one of the plurality of links.

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18. The method of claim 1 wherein the step of selecting at least one of the plurality of links comprises:

determining an order of preference from among the plurality of links;

5   retrieving the link, wherein the link is highest in the order of preference.

19.   The method of claim 3 wherein the step of providing the question comprises the steps of:

determining a rating associated with the question and the predefined answers;

5   analyzing a plurality of questions stored in the database;

selecting one of the plurality of questions based on the determined rating.

20.   The method of claim 19 wherein the step of determining a rating comprises the step of:

determining a first value related to remuneration related to keywords associated with the question and the predefined answers.

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21.   The method of claim 19 wherein the step of determining a rating further comprises the step of:

determining a second value related to appeal of the user as to the question.

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22. The method of claim 21 wherein the rating is derived using the first value and the second value.

23. The method of claim 22 wherein the step of determining a rating further comprises the step of:

adding an additional value to the rating to weight the rating.

24. The method of claim 20 wherein the appeal of the user is based on at least one of demographic information supplied by the user and interest information supplied from the user.

25. The method of claim 24 wherein the demographic information supplied by the user is maintained in a profile within the database.

26. The method of claim 8 wherein the Web portal is contained within a window, and wherein the presented online set is displayed within the window.

27. The method of claim 26 wherein the presented online site is made at least partially opaque.

28.   The method of claim 26 wherein the presented online site further includes a displayed control so the user can more clearly view the presented Web page.

29.   The method of claim 26 further comprising:

presenting a plurality of additional links within the window, whereby selecting one of the additional links redirects the user to a second presented online site.

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30.   The method of claim 1 further comprising the step of:

presenting at least one additional question to the user based on the answer received to a previous question.

31.   A method of locating an online site or document, the method comprising the steps of:

receiving at least one question;

submitting an answer to the at least one question, the answer

5   having a predefined association with the online site or document;

displaying the online site or document.

32.   The method of claim 31 wherein said step of receiving comprises:

displaying a page including the at least one question and a plurality of predetermined answers via a Web browser.

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33. The method of claim 32 wherein said step of submitting an answer comprises:

selecting one of the plurality of predetermined answers by activating a control on the displayed page.

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34. The method of claim 32 wherein said step of displaying the online site or document comprises displaying the online site or document within a frame of the page.

35. The method of claim 31 wherein the step of displaying the Web site comprises the steps of:

receiving a page displaying a link to the online site or document;

selecting the link to display the online site or document.

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36. A method of providing an online site or document, the method comprising:

associating the online site or document with a predefined answer to a question, the question having a plurality of selectable answers including

5   the predefined answer;

presenting the question;

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receiving one of the plurality of selectable answers;

if the received one of the plurality of selectable answers is the predefined answer, retrieving the associated online site or document;

10   providing the retrieved associated online site or document.

37.   The method of claim 36 wherein said step of associating associating the online site or document with a predefined answer comprises the step of:

associating at least one keyword with the predefined answer, the

5   at least one keyword being associated with the online site or document.

38.   The method of claim 37 wherein said step of associating at least one keyword with the predefined answer comprises the step of:

associating the at least one keyword to at least one root term, the root term being associated with the predefined answer.

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39.   The method of claim 37 wherein the association between the keyword and the online site or document is based on information from a keyword auction provider.

40.   The method of claim 37 wherein the association between the keyword and the online site or document is based on information from a search engine.

41.   The method of claim 39 wherein said step of providing the online site or document comprises the step of:

providing a link to the online site or document via a Web property.

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42.   The method of claim 37 wherein said step of presenting the question comprises displaying the question and the plurality of selectable answers within the Web property.

43.   The method of claim 36 wherein the online site or document is at least one of a Web page and Web site.

44.   The method of claim 37 wherein the predefined answer is associated with a plurality of documents including the online site or document, and wherein said step of retrieving the associated online site or document includes:

5   selecting the online site or document from among the plurality of documents.

45.   The method of claim 44 wherein the step of selecting the online site or document is based at least partially on information provided by the keyword auction provider.

46.   The method of claim 45 further comprising the steps of:

determining that the online site or document has been provided;

receiving remuneration directly or indirectly from the keyword

auction provider.

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47.   A method of providing an online site or document, the

method comprising:

associating one or more keywords with a predefined answer to a

question, the question having a plurality of selectable answers including the

5   predefined answer;

presenting the question;

receiving one of the plurality of selectable answers;

if the received one of the plurality of selectable answers is the

predefined answer, using the associated one or more keywords to retrieve a link

10   to the online site or document;

presenting at least one of the retrieved link and the online site or

document.

48.   A system for providing an online site or document

comprising:

means for associating the online site or document with a predefined answer to a question, the question having a plurality of selectable

5   answers including the predefined answer;

means for presenting the question to a user;

means for receiving one of the plurality of selectable answers from the user;

means for determining whether the received one of the plurality

10   of selectable answers is the predefined answer;

means for retrieving the associated online site or document if the received one of the plurality of selectable answers is the predefined answer;

means for providing the retrieved associated online site or document to the user.

49.   A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for providing an online site or document, said method steps comprising

5   associating the online site or document with a predefined answer to a question, the question having a plurality of selectable answers including the predefined answer;

presenting the question to a user;

receiving one of the plurality of selectable answers from the user;

10   determining whether the received one of the plurality of selectable answers is the predefined answer;

retrieving the associated online site or document if the received one of the plurality of selectable answers is the predefined answer;

providing the retrieved associated online site or document to the

15   user.

50.   An apparatus for providing an online site or document, the apparatus comprising:

a propagated signal that when executed causes a computer to perform the steps of:

5   associating the online site or document with a predefined answer to a question, the question having a plurality of selectable answers including the predefined answer;

presenting the question to a user;

receiving one of the plurality of selectable answers from the user;

10   determining whether the received one of the plurality of selectable answers is the predefined answer;

retrieving the associated online site or document if the received one of the plurality of selectable answers is the predefined answer;

providing the retrieved associated online site or document to the

15   user.